



KMCI-TV

ORDER

Print Date 08/10/12 Page 1 of 2

Flight Dates **08/11/12-08/22/12**

Contract / Revision **307613 /**

Original Date / Revision
08/10/12 08/10/12

Advertiser **DSCC**

Agency **Great American Media**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

DSCC IE

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1597**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive

Tara Washburn

Account Executive	Order%	Start Date	End Date
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Tara Washburn	100%		
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Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KPXE	%	
KSHB	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	21	\$714.00	\$840.00	0.00
Totals	21	\$714.00	\$840.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/22/12	21	\$714.00	\$840.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KMCI	08/13/12	08/22/12	M-F 10-1030a M-F 10-1030a	CM	10-1030a	MTWTF--	:30	2	\$40.00	P-2	0.00 NM	4	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		08/11/12	08/17/12	MTWTF--			2			\$40.00		0.00		
Week:		08/18/12	08/24/12	MTW----			2			\$40.00		0.00		
N 2	KMCI	08/13/12	08/22/12	M-F 12-1p NBC Action News Midday	CM	12-1p	MTWTF--	:30	4	\$40.00	P-3	0.00 NM	7	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		08/11/12	08/17/12	MTWTF--			4			\$40.00		0.00		
Week:		08/18/12	08/24/12	MTW----			3			\$40.00		0.00		
N 3	KMCI	08/13/12	08/22/12	M-F 2-230p M-F 2-230p	CM	2-230p	MTWTF--	:30	2	\$40.00	P-3	0.00 NM	4	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	KMCI	08/13/12	08/22/12	M-F 2-230p M-F 2-230p	CM	2-230p	MTWTF--	:30	2	\$40.00	P-3	0.00	NM	4	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/11/12	08/17/12	MTWTF--		2			\$40.00			0.00			
	Week:	08/18/12	08/24/12	MTW----		2			\$40.00			0.00			
N 4	KMCI	08/13/12	08/22/12	M-F 230-3p M-F 230-3p	CM	230-3p	MTWTF--	:30	3	\$40.00	P-3	0.00	NM	6	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/11/12	08/17/12	MTWTF--		3			\$40.00			0.00			
	Week:	08/18/12	08/24/12	MTW----		3			\$40.00			0.00			
Totals														21	\$840.00